

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-74 (GP-282-00-US)**

Appl. No.: **10/814,104**

Applicants: **Paul BUCHHEIT, et al.**

Filed: **March 31, 2004**

Title: **RENDERING CONTENT-TARGETED ADS WITH E-MAIL**

TC/A.U.: **3688**

Examiner: **Daniel Lastra**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REQUEST FOR RECONSIDERATION**

Sir:

Further to the Notice of Appeal filed on July 12, 2010, which set a period for filing an Appeal Brief on September 12, 2010, that period being extended two (2) months to expire on November 12, 2010, and in response to the final Office Action mailed on March 12, 2010 (Paper No. 20100207), please reconsider the above-identified application in view of the following remarks.

**Remarks/Arguments** begin on page 2 of this paper.